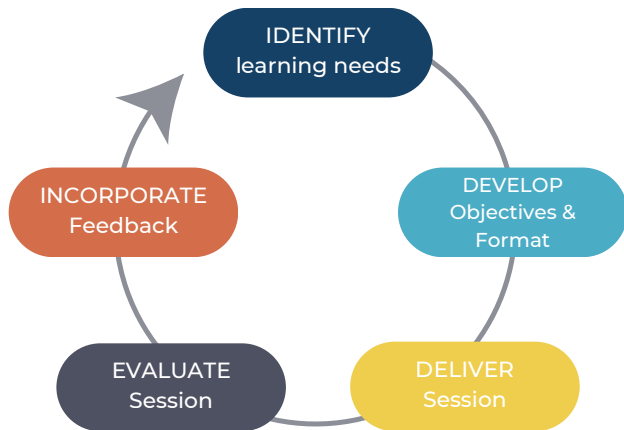


GETTING BETTER FEEDBACK & EVALUATIONS IN EDUCATION SESSIONS



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TIP SHEET



Why Evaluate Education Sessions?

Evaluations provide information on increasing the impact of an education session and the attendee learning experience. Incorporating evaluation data is a crucial component of planning or improving an education session.

Why Does the Session Evaluation Response Rate Matter?

It is key that the observations and comments included in session evaluations are representative of attendees. Effective session improvements are based on robust and valid data. Sessions with a small number of attendees require higher response rates for valid data.

| Number of Attendees | Valid Evaluation Response Rate |
|---------------------|--------------------------------|
| 15 | 10 (68%) |
| 20 | 12 (58%) |
| 25 | 13 (53%) |
| 30 | 14 (48%) |
| 35 | 15 (44%) |

Strategies to Increase Evaluation Response Rates

- 1 Let attendees know you value their evaluation comments and feedback.
- 2 Articulate that completing session evaluations will increase attendees' learning of session content.
- 3 Include a slide asking attendees to complete their evaluations.
- 4 Protect time in the session to complete the session evaluation.



"Available evidence suggests strategies are additive and implementing multiple approaches will result in higher evaluation response rates."

-Duncan Nulty



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Reflecting on Your Session Evaluations

✓ Are the evaluation comments what I expected?

✓ What is a session strength that worked well and can be used again?

✓ Are there any patterns? If so, what are they? This is especially helpful if you've presented more than once.



✓ What is one session change to implement next time?

✓ What is my next step?

Consider making brief notes to review when developing your next session or workshop.

Key Takeaways

Optimizing session evaluation often feels like one more chore as a presenter. However, session evaluations are valuable for both presenters and attendees.

Evaluations are a key aspect of effective presentations:

- 1 Evaluations provide presenters with an opportunity to receive feedback from attendees
- 2 Completing evaluations reinforces attendees' learning.
- 3 Attendee feedback often provides strategies to improve presentation skills.



Interested in learning more? A Resource to Extend Your Learning:

The Adequacy of Response Rates to Online and Paper Surveys: What Can Be Done? by Duncan Nulty, published in *Assessment and Evaluation in Higher Education* 33(3), 2008.

[Access the article online.](#)

